

TV Technology Reports on Etere at NAB 2012

Exhibit Buzz - Etere focus on MERP. Daily News publication for NAB show 2012 has featured Etere Media Enterprise Resource Planning (MERP) for the multiple benefits it brings.



Etere logo



Daily News

Please view the attachment for the full feature article.

At this year's NAB Show, Etere will showcase its entire range of software solutions for end-to-end multimedia workflows, including Etere MERP. MERP (ERP technologies with rich media extension) is an enterprise solution for virtually every aspect of the broadcast workflow including: media asset management, IT-based playout, scheduling, automation, air sales, and ad insertion.

Features of Etere MERP include fully customizable workflows, customizable user interfaces, real-time scheduling and conflicts management. The system provides users with a total control over all resources, processes and costs with a tightly integrated billing and accounting features. It also offers a tapeless workflow for a seamless management of assets.

Etere MERP enables everyone in the production pipeline to use a single user interface to access a secure, centralized database containing all data for many software modules. It standardizes and reduces the number of software specialties required, and people in different departments can view and update the same information.

The 2012 NAB Show takes place in Las Vegas, April 14-19. Etere will be at booth N1205.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

